

PROJECT NUMBER: 2304, 2305, 4015
PROJECT TITLE: New Product Development
PROJECT LEADER: B. G. Taylor, H. Maxwell, and W. G. Houck
PERIOD COVERED: October, 1987

I. MARLBORO/MARLBORO LIGHTS MENTHOL

A. **Objective:** (1) Develop Marlboro Menthol to appeal more to Salem smokers. (2) Develop a Marlboro Lights Menthol brand extension to appeal to Salem Lights smokers.

B. **Status:** (1) National start-up production to begin November 16. Products to include 83 mm box Lights, 100 mm box Lights, and 85 mm Full Flavor SP. Additional testing to be done to address handling methods for menthol-on-foil (MOF) products. (POL's 2146-49)

C. **Plans:**

Complete latest POL Testing (1st Replicate)	11/87
Monitor Test Markets	On-going
Product Start-up	11/87
National Market	2/88

II. PM BLUES

A. **Objective:** To develop a nonmenthol Full Flavor distinctively flavored product using the basic PM Blues flavor system.

B. **Status:** First Blue II prototype currently on nonmenthol mapping panel. Second prototype under development.

C. **Plans:**

Review Mapping Results	11/87
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III. MARLBORO ULTRA LIGHTS

A. **Objective:** To develop 85/100 mm Ultra Low (6 mg) candidates for Marlboro line extensions.

B. **Status:** Eight POL tests currently in progress testing 6 mg - 85/100 mm products with two blend systems. Results available second week in November, 1987.

C. **Plans:**

Review POL Results	11/87
Test Market	1st Qtr. '88

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IV. PROJECT EXTRA

- A. **Objective:** The development of 4-8 mg product candidates that have the subject taste of product with twice the tar.
- B. **Status:** Mapping studies continue. Paper/CA candidates scheduled for POL and Mapping studies. CR chemical research and evaluation continues for possible new/enhanced flavor systems.
- C. **Plans:**

Sensory mapping	On-going
Paper/CA Consumer Testing	11/87
Flavor Development/screening	On-going

V. PROJECT TRIM (Ultra Slim)

- A. **Objective:** To develop 17 mm circumference/100 mm Ultra Slim product candidates.
- B. **Status:** Phase III POL Testing completed (TRIM Regular and Menthol vs. Capri) with satisfactory results. POL Testing of TRIM with and without Mg(OH)₂ paper in progress. Results available first week in December.

Phase IV mall testing with increased menthol level and new blend scheduled for early December 87.

C. Plans:

Phase IV Mall Testing	12/87
POL Testing vs. Capri	11/87
Test Market Prod. Start-up	1/88
Test Market	3/88

VI. PROJECT ART

- A. **Objective:** To investigate methods to decrease the nicotine content in tobacco. To develop full-flavored, ultra low, and light products using the low nicotine tobacco products.
- B. **Status:** Development continues on 6, 8, 11, and 16 mg prototypes with menthol and improved flavor system. Nicotine add-back studies planned. Blend studies in progress. 15% inclusion GCC blend in progress.
- C. **Plans:**

Flavor/Prod. Development	On-going
Pilot Plant Material Eval.	On-going
Blend Evaluation (From Pilot Plant run)	11/87

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